BROGGINI consulting milano - madrid

Sector Analysis and Entry Strategy in the Garage Door Market

- **Background**: **Silvelox**, an Italian manufacturer of garage and entrance doors requested the development of a entry strategy for Spain

- **Assignment**: BCS conducted a study on the Spanish market for garage door and developed an entry strategy for the client
  - Performed an analysis of the market
  - Identified key market drivers and estimated the evolution of demand
  - Recommended the best strategy in order to enter the country
  - Developed a short list of the most interesting distributors
  - Contacted and introduced to **Silvelox** those distributors that matched **Silvelox'** requirements

- **Result**: the client decided to enter into the Spanish market following BCS recommendations and developed with some distributors a commercial relationship

SILVELOX
LA PORTA PER ECCELLENZA





